U.S. DEPARTMENT OF AGRICULTURE
Production and Marketing Administration
Information Service
821 Market Street, Room 609
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Western Area

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YOUR FAMILY'S FOOD
(Weekly Script No. 126)

(Time all scripts in advance. Suggest you make any changes desirable to fit script to local picture. News releases from this office, also PMA Summary are good sources of additional material.)

SUBJECTS: LIVESTOCK CEILING PRICES
FAMINE EMERGENCY NEWS
(Food Preservation, Abundant Foods, Fat Salvage)

PARTICIPANTS: ANNOUNCER
PMA

BANGING OF GAVEL

ANNOUNCER: Your Family's Food! This is YOUR program, brought to you by the United States Department of Agriculture...YOUR program, to keep you up to date on the many factors that influence YOUR food supply. And the man who has the answers to your questions ...and mine...is _____, the Production and Marketing Administration representative here in _____(place).

PMA: Thank you, _____. Last week, among other things, we discussed the basis on which certain food items were being recontrolled and the part the Department of Agriculture plays in this process.

ANNCR: Meanwhile, since your last broadcast, the prices on livestock have been put back under control.

PMA: That's right....Prices on livestock have been set at a higher level...and the prices on meat will therefore be higher.

ANNCR: And, if, I understand this matter correctly, these higher prices are the results of recommendations made by the Secretary of Agriculture. Is that correct?

PMA: Yes, it is.

ANNOUNCER: Frankly, I'm not too clear about this - are you prepared to enlighten me?

PMA: I'm prepared to try.

ANNOUNCER: Good. First, then, under what authority does the Secretary of Agriculture set these prices?

PMA: Technically, of course the Secretary doesn't set the prices.... the OPA does that....

ANNOUNCER: But the OPA has to follow the Secretary's recommendations, so it amounts to the same thing.

PMA: O.K. The authority for this is contained right in the Price Control Extension act: I quote now from the act.... "When the Secretary of Agriculture determines that maximum prices applicable to any agricultural commodity, which is in short supply, are impeding the necessary production of such commodity, he may recommend to the Price Administrator such adjustments and such maximum prices as the Secretary determines to be necessary to attain the necessary production of such commodity." And then, as you pointed out, _____, the act goes on to say, and I quote again, "Within ten days after receipt of any recommendation for the adjustment of maximum prices...the Price Administrator shall adjust...such maximum prices in accordance with such recommendations."

ANNOUNCER: All right, now, I'm clear on that. The Price Control Extension act directs the Secretary to recommend maximum prices that will not impede production, and the Price Administrator is directed to carry out his recommendations.

PMA: Very well put.

ANNCR: That brings me to my next question. What made the Department of Agriculture think that the June 30 maximum prices were holding back necessary production?

PMA: First, as you know, since that date, very large numbers of cattle and hogs have been coming to market since ceilings were lifted. And they have been coming to market "unfinished."

ANNCR: By "unfinished," you mean that they didn't weigh enough?

PMA: That's right. Their average weights were less than normal. Because of uncertainty about future prices, this marketing of unfinished cattle and hogs has been so extensive as to curtail considerably our meat supply in future months.

ANNOUNCER: In other words the cattle has been marketed prematurely, and therefore can't be marketed later when they'd be what you term "finished."

PMA: Thus, we lose not only their present weight, but also the weight they would have put on later, too. And if these animals aren't being fed in the coming months, our good grass and forage crops may not be used to full advantage. So, in sum total, _____, this continued heavy liquidation was alarming, and possibly disasterous if not checked.

ANNCR: Well?

PMA: Well, the Department figures it this way: Cattle feeders will not be encouraged to buy cattle for their feeding operations unless ceilings and price ranges were such as to enable them to "pay out." Larger supplies of corn and other feed grains are anticipated as a means for increased beef production. But again, if prices won't permit feeders to operate, there's bound to be a shortage of beef during the winter and spring.

ANNCR: So the prices were set accordingly.

PMA: That's right. To help correct this situation, and to enhance feeding operations, the Department recommended a top cattle ceiling somewhat higher than before June 30, but still substantially lower than recent prices.

ANNCR: What about hogs?

PMA: On hogs, we have to get pretty technical. Hog production is largely based on something called the corn-hog-ratio.

ANNCR: That's a relationship between the price of corn and the price of hogs? Am I right?

PMA: You are. When the price of 10 bushels of corn is the same as the price of a hundred pounds of hog, liveweight, we say the corn hog ratio is 10. When the price of 15 bushels of corn is the same as the price for 100 pounds of hog, the corn hog ratio is 15. You follow?

ANNCR: Yes, I follow that, all right.

PMA: Here's the point. When the price of hogs is up and the price of corn is down, farmers will do better to feed their corn to hogs. That means more meat.

ANNCR: What happens when the price of hogs is down and the price of corn is up?

PMA: The farmers do not feed their corn to hogs,....they sell it on the open market for other uses.

ANNCR: And that, obviously, means less pork on the table.

PMA: Therefore, if we are to get more meat....and let me remind you again that the second quarter of next year....April, May and June 1946....is expected to be a time of critical shortage of meat...if we are to encourage production of hogs, the price must be set at a level to induce farmers to feed their corn to hogs. And that's what's

(MORE)

PMA (CONT.): been done.

ANNCR: How do the new prices check up with June 30 levels?

PMA: They're higher than those levels, but about 30 less than the recent uncontrolled price levels.

ANNCR: Now, _____, let me see if I have all this straight. The Secretary of Agriculture has excercised the authority given him under the Price Control Extension Act. He has set ceiling prices on livestock at levels to encourage meat production. These prices are somewhat higher than the ceilings prevailing on June 30, but lower than those we've had during the 2 months of an uncontrolled market.

PMA: That sums it up very well, _____.

ANNCR: And now that we have this livestock price business under control, where do we go from here, _____?

PMA: Right into another subject, _____, which for the time being also seems to be under control.....our food program during the famine emergency.

ANNCR: Do I take that to mean that we can relax a little on saving food?

PMA: I for one, don't think we should EVER relax on <u>saving</u> food. Here's the situation. For the past six months we've been pouring food into the famine areas. Now, a mid-way point of saturation has been reached. We're taking a breather while this food, and the food produced by the famine countries themselves gets distributed. We're waiting to see just what the food problem will be next winter....

ANNCR: But actually, from all I can gather, the threat of famine won't be over until after crops are harvested next year....we're still going to keep on sending grains.....

PMA: Yes. There's danger that Europe will have to combat hunger as early as next December. But meanwhile, our active campaign here in America to lessen the consumption of certain foods is over for the time being. The State PMA director, as the Emergency Food Program Manager for _____(state), has been authorized to suspend operations along these lines.

ANNCR: Excuse me, _____, but all this confuses me slightly. Last week, you told us the Famine Emergency Program was still the business of the day...that people should go on saving food....turning in used kitchen fats...canning food...growing home gardens, and so on.

PMA: I did. And that's still the story. You might say that the "emergency" phase of this emergency program is over. We're in the "stand-by" phase now. Meantime, the longer-time phase will continue, probably until the 1947 harvest, as you brought out.

ANNCR: Then, the individual homemaker can relax a little in her efforts to cut out the use of wheat and flour...and so forth.

PMA: Yes, but don't forget, that she must still hold flour consumption down. Domestic distribution is still controlled. But her efforts along these lines don't need to be so intense. At present, only 15 percent less flour is being distributed, compared with last year at this same time. However, there's no need to let up on food preservation.

ANNCR: Then, the Emergency Food Program, as it applies here in _____ (state) is no longer one of your major activities.

PMA: However, we're still in the business of promoting the increased use of abundant foods. And here's the time and place to tell folks about the abundant food list for September.

ANNCR: Looking at the produce displays in our markets, I'd say there's plenty of <u>everything</u>.

PMA: And there's a little more than <u>plenty</u> of the foods on the abundant list....that's why they're on it. Potatoes, dry onions, lemons, canned citrus juices, and fall apples are on the national list this month...then for the first half of the month, we'll still have good supplies of peaches here in the West, honeydew melons are also expected to be in very good supply for the next month or so. (ADJUST THE ABOVE TO SITUATION IN YOUR STATE. LIST ANY OTHER ITEMS TO BE ABUNDANT LOCALLY.)

ANNCR: You say that food preservation is still important.....

PMA: Just as much so as ever. In fact, whether folks realize it or not, food preservation is a good way to save money. Paul Stark, Director of the National Garden Institute, says that millions of dollars in food savings will still be possible, if homemakers keep right on preserving fruits and vegetables while the season lasts.

ANNCR: By the way, do you think there are as many home gardens this year as we had during the war?

PMA: The national estimate is between 18 and 20 million....which is right up there with our war record. This means the people with gardens have plenty of vegetables for fresh eating, and some leftover for canning. Also we have a large commercial vegetable production. And our peach, apple, plum and grape crops are in the "bumper" class.

ANNCR: I doubt if your point that more food preservation will cut food costs in the winter really needs much explanation.

PMA: Well, certainly when food is preserved instead of wasted, it's bound to save money. And I don't see how any of us can afford to waste food at present prices...which leads right into another saving job we need to keep on doing, to the fullest....

ANNCR: With my usual mind-reading proclivities, _____, I hazard the guess that you're about to advise us on the subject of saving used fats.

PMA: Okeh...okeh. But it doesn't take a mind reader to know our supply of fats and oils is getting no better, fast. For that reason, I hope that every housewife has a tin container in her icebox, refrigerator or cooler in which she keeps meat drippings and bacon grease for use in cooking....and when this edible fat is no longer usable in cooking, I hope she adds it to another container in which she keeps the supply she takes to the butcher every two weeks.

ANNCR: And further, that she takes this waste fat to the butcher every two weeks....

PMA: Or at least every time she has a couple of pounds collected. Incidentally, if waste fats are not kept in a cool place, it cuts down the glycerine content. I might mention as I often do, that the used kitchen fats turned in by our housewives affect the supply of soap. The only way we can have more soap is to increase the collections of used fats, because this salvaged fat is the main source of supply for soap manufacturers right now.

ANNCR: Our thanks again, _____, for some more of the answers to questions in the minds of the great American Family. Friends, that was your Production and Marketing Administration representative, _____. YOUR FAMILY'S FOOD will be presented again next week at this same time. This broadcast, a public service feature over Station _____, is presented for farm and city listeners in _____. Your announcer
(area)
has been _____(name).